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THE CHRONICLE

Week of December 1st, 2008

Purdue University Calumet

<http://www.pucchronicle.com>



UV experiences Thanksgiving

Steven VanderVelde
Staff Writer

International students got a taste of American culture at the University Village Thanksgiving dinner this past Wednesday. A traditional turkey dinner with all the fixings was served to any UV residents who wished to attend.

Abbas Hill, the assistant director of housing and residential education, said that the event was especially meant for any UV students who could not be

home with their family for the holiday, domestic and international students alike.

Yet, for many of the international students, it was their first taste of the holiday season in the U.S.

Hill said, "International students are a significant part of this event because sharing our culture with them is very important. They bring so much diversity to the PUC campus. It is our hope that they take away a glimpse of the holiday's family unity and good times from this dinner."

International students from China said they have a similar holiday in autumn that is a time for family to come together. Being students at a college in a foreign country, they are not able to be with their family while nearly all domestic UV students are back home for the holiday. They were grateful for the Thanksgiving dinner and the time to be with the new family they made here at PUC.

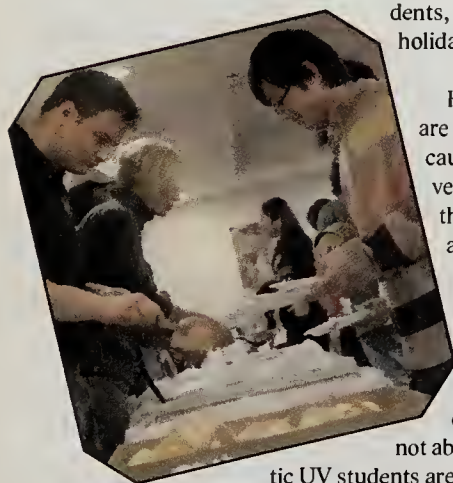
Duran Chang, an international student majoring in electrical engineering, said, "For many of us, it is our first time living in a dorm, let alone another country. Some people get very homesick, others can't get used to the food and the way people talk here is so different. It is nice for us all to be able to come together here and celebrate as a sort of family."

Over 50

UV residents attended the event, most of whom were international students from China. Yet, international and domestic students were able to sit down at the same tables and enjoy the meal together. It was this contact and first-hand experience that Hill hoped to see UV students engage in.

"We hope to provide a comfortable environment for all students to come together, interact and enjoy good times," said Hill. "International students' experiences here at PUC should be as positive and diversified as those of any other student."

Reflecting on the cleaned plate before him, Chang said, "Thanksgiving in my opinion is a holiday for people to help each other, to give unforgettable moments, especially for foreigners. You are hosting for us and we really appreciate it. We will mark this holiday as very important."



PUC offer new class to juniors and seniors

Nathyn D. Gibson
Editor-in-Chief

Starting this spring, PUC will be offering a new course aimed at bettering student's assessment of their skills, personalities, and traits.

Career and Life Planning Seminar and Lab will be taught by Ryan Parsons-Rozycki, and Kenneth Jackson, director of the PUC Counseling Center. Jackson has

taught a similar class before Loyola University in Chicago.

The class will be offered to all juniors and seniors regardless of their major.

"We're anticipating who are about to graduate or are doing planning for graduation can best utilize what we are going to be covering in the course to be better able to secure a job," said Jackson.

This is the first time this type of course has been offered to PUC

students

"There are other universities who have been teaching this type of course for the last 18 to 20 years," said Jackson.

The class will cover a wide variety of aspects needed before students start a career including resume development, cover letters critiques, exploring different areas of work, career theory, personal development and work skills.

Parsons-Rozycki and Jackson

intends for the class to be more about developing a career instead of just getting a job.

"A career is not just a job, it is about all [of a student's qualities] and the understanding of self with a long range over a course of a lifetime," said Jackson.

A portion of the class will involve journal writing with the intentions of self understanding. Some issues that students will write about include: self-assess-

ment of skills, connections between what a student wanted to do as a kid and what the student wants to do now and what is a student's calling.

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What's Going On?

A Look Around...

- Stress Free Week**

Dec. 1-4 is Stress Free Week at PUC. A wide range of events such as free mas-sages, movie showings and food will be available in the SUL and CLO building all week. Sponsored by Student Activities.
- Trial of the Semester**

United States of America vs. hip-hop. An event analyzing the cultural influence of hip-hop on American society will take place on Monday, Dec. 1 and Wednesday, Dec. 3. On both dates is will be given in SUL 377 from 3:30 to 4:50 p.m.
- Intramural Bean Bag Tournament**

A 2 on 2 bean bag tournament will be offered to any PUC students interested. It will be on Wednesday, Dec. 3 at 7 p.m. in the PUC Gym. Any teams interested in the competition must complete an entry form by Dec. 1. For additional information, call Matt Dudzik at (219) 989-2050 or email at dudzik@calumet.purdue.edu.
- Improv at PUC**

Come see the PUC acting classes do some improve at the YJean Chambers Hall located on the third floor of the SUL build-ing. The event takes place on Wednesday, Dec. 3 from 12 to 1 p.m. Sponsored by Student Affairs and the Student Showcase Committee.
- Annual Pancake Study Break**

A pancake dinner will be given in the Oaken Arbor Café on Dec. 8, the Monday of finals week. It will take place from 6 to 8 p.m. The pancake dinner is free to any PUC student with an ID. Sponsored by Student Activities and The University Vil-lage.
- Lego Robotics Tournament**

PUC's school of technology will be sponsoring a robotic lego tournament for middle school students in the Fitness and Recreation Center. Students will present their research on climate change and its ef-fect on the community and build an au-tonomous robot that could solve a specific climate problem.
- Isreal's Right to Exist**

A program focusing on Israel and its right to exist will be held at the Calumet Conference Center, Wednesday, Dec. 3 at 6 p.m.
Social, political and news media com-mentator Micah Halpern will lead the pro-gram titled, "Israel's Right to Exist: A Discussion of Anti-Semitism, Terrorism, and the Rights of Nations and Peoples."
For more information, call (219) 989-2347.
- Movie & Popcorn**

"Leatherheads," starring George Clooney, Renee Zellweger, and John Krasinski, will be shown in the SUL Calumet Falls TV room on Wednesday, Dec. 3. Show times are at 11 a.m., 2 p.m. and 4 p.m. Sponsored by Student Activi-ties.
- International Film Series**

"Kilometre Zero" will be shown as part of the "Screening The Enemy" series spon-sored by the International Film Series. The movie set during the Iran-Iraq war and is about a Kurd drafted into the Iraqi army who attempts to escape the army by escort-ing a dead soldier back home. Produced by an Iraqi director, it deals with racial and re-ligious tensions in the Middle East. It will be shown on Thursday, Dec. 4 at 6:30 p.m. in CLO 110.
- School of Technology Open House**

An open house for the School of Tech-nology will be held for prospective stu-dents, parents, and others on Tuesday, Dec. 2. It will take place from 5 to 7 p.m. in Anderson 148.
Attendees will be able to talk with fac-ulty, advisers and current students as well as tour facilities and get a look at the new virtual classroom. Refreshments will be served.
For more information, call (219) 989-3125.

Submitting Briefs

Anyone interested in publicizing events, organizations, clubs or departments in "What's Going On?" must submit briefs the Monday before publication. The Chronicle does not guarantee placement of briefs submitted.
Please limit submissions to four sentences and include the first and last name of the contact person.
Briefs may be submitted via e-mail at chronicle@calumet.purdue.edu or campus cc: mail - Chronicle or to the newsroom located in the Student Union and Library building, room 344H.

THE CHRONICLE

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Athletics back in academic game.

Robert Bunnell



Since the troubles that our men's basketball program encountered in December 2006, several important changes have taken place, including upgrading head coaches from part-time to full-time and implementing an academic monitoring and support program. The academic support program has worked well, and last year, for the first time in ten years, all of our men's and women's basketball players maintained their academic eligibility from fall to spring semesters. Student-athletes are now taking more credit hours per semester, and planning to graduate in four years, rather than the five or six years that has been the average. I am confident that the coaches and student-athletes currently

engaged in our basketball programs are embracing the new expectations for academic success.

With the sense that we have "righted the ship", academically speaking, we turn our attention to the future for PUC Athletics. A long-range plan for intercollegiate athletics at PUC has been submitted to university administration, and high level discussions of the plan have taken place with faculty and administrative leaders. The plan calls for measured growth over ten years, with the addition of several more varsity sports in that time period. Resource issues, both in terms of actual operating expenses as well as facilities, suggest that growth needs to be slow enough to give us the opportunity to identify resources and partnerships to support the programs in an appropriate fashion.

Intercollegiate athletics offers a rallying point and focus of school pride for students, faculty, staff, alumni and community, becoming a common touchpoint for all those different constituencies. PUC's overwhelming majority of commuting students does not lend itself naturally to a sense of community. I believe that many of our students still feel a greater sense of "belonging" to their high schools and home communities than they do to PUC, which is different than the traditional shift of focus from high school to college that occurs at residential colleges and universities. Athletics expansion could create participation opportunities for an additional 175 student-athletes, and 90-100 more spectator opportunities on campus for the PUC community each year. I believe that athletic growth could change people's perception of PUC, and make a huge contribution to the continuing growth and transition of the University toward a more traditional college student experience.



THE CHRONICLE

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Nathyn Gibson, Editor in Chief
Brian Bultema, Managing Editor
Ryan Metz, Sports Editor
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Christmas shopping

The issue: Holiday shopping during the current economy

Our opinion: People should re-evaluate what to spend their money on

When Sept. 11, 2001 hit, President Bush went out of his way to make the point that the most patriotic act a flag-waving citizen could do was to continue shopping. Go to the mall, he suggested. Fly the friendly skies.

But America may not be able to buy its way out of this economic crisis.

Tension is high on Wall Street this holiday season because investors see retail spending as a key indicator in consumer confidence in the economy. But as television prices are slashed, flash drives given away and stores staying open later, it's all too clear stores are desperate. And Americans simply don't have the money to spend on high-priced items like in years past. This holiday season is bound to be a disappointment for those worried about the economy.

But here's the small shred of good news: lackluster retail sales aren't what we have to worry about. The economic problem now is money is not flowing like it

used to between banks and businesses. The issue is not suffering retailers; it's suffering financial institutions that back retailers, citizens and other financial institutions.

Circuit City may have that flat screen 50-inch television with a blue-ray player for only \$400, but these days, that should not be a top priority for families struggling with debt. With foreclosures and unemployment at an all time high, one of the last things a family should be thinking is the size of its next television.

No matter what gimmicks stores are trying to pull to get shoppers spending their hard earned cash, it's just not feasible right now.

Things will only get worse before they get better. People might start to panic a bit because it's time for the holidays. Everyone wants the best for their family, but some are going to have to settle for the best they can do instead. Essentially families should make sure

that they can afford what they plan to buy for gifts this year.

For many, there are high hopes of a rise in the economy as Obama gets ready to be president. Realistically, drastic changes aren't going to happen overnight. The foreclosures aren't going to stop and the opportunity for employment won't be doing a 180-degree turn. With time, hopefully, our new president will help Americans suffering from this economic slump.

The economy is a cycle. It has its ups and downs. Even with record numbers of those looking for a job, this isn't the first time the whole country has had to cut back and ride things out. The economy will get better and people will be able to live less constricted lifestyle again. Just hold tight for now. Previous generations have suffered through economic hard times and have gotten past it. This too, shall pass.

To send a letter to the editor go to
www.pucchronicle.com

The Chronicle Editorial Policy

The views expressed in submitted commentaries and letters to the editor do not necessarily reflect the views of The Chronicle or Purdue University Calumet. The Chronicle is not an official publication of Purdue University Calumet.

The Chronicle welcomes reader input. Letters and commentaries must include the writers name, class standing or other affiliation and a telephone number for verification. The more concise the letter, the better chance of publication.

All materials submitted to The Chronicle become the property of The Chronicle. The Chronicle reserves the right to edit for clarity, accuracy, space and news style. Deadline for submissions is the Friday before the publication.

Observation of Black Friday



Nathyn Gibson
Editor-in-Chief

The day after Thanksgiving usually brings fine thoughts of chaos, as ravenous shoppers wait outside in the cold until their store of choice opens, which usually leads to a rampage of people storming in looking for deals like lions looking for a meal. This week marked my second Black Friday where I went out hunting for deals.

I made a conscience effort this year to people watch, which I deem as one of my favorite hobbies. I also brought a camera with me, as I wanted to get the possible mayhem on film. During my Black Friday experience, several observations struck me. Here are a few:

- One of my favorite moments was walking through Best Buy and watching two guys named Steve and Chad playing Rock Band while everyone is scurrying around them. When I talked to them, it turned out that they never went to bed and decided to just stop by and play Rock Band.

- I've never been a morning person, meaning I rarely experience this, but one of the oddest feelings is walking into a building while it's pitch black outside and witnessing daylight as I leave. I'm always use to the other way around, so to experience it was rather weird for me.

- I never understood taking your kids to go Christmas shopping. It never made sense to me because I thought kids are supposed to be surprised when they open up their gifts. Part of it may be parents subconsciously trying to tell their kids: "See! Santa doesn't buy you anything. I'm the one who buys the gifts, not Santa, so you better be good because I have receipts and I can easily take it back if you act up."

- I found it rather odd that the bank located inside the Merrillville Wal-Mart handed out "survival kits," which contained a granola bar, bottled water, a check list and a pen. It's nice to see that Wal-Mart wants you to be well hydrated and organized when you shop with them.

- While on the topic of Wal-Mart, to learn that there was a line of people to enter, astounded me. People were actually eager to go inside, which I found weird because back in high school, being in Wal-Mart was something we did because absolutely nothing better to do, essentially because we live in Lake Station. During the first ten minutes I was there, an ambulance came to pick up someone who had to be taken out on a stretcher. Upon reflection I couldn't help but picture Rocko from "Rocko's Modern Life" saying, "Black Friday is a very dangerous day."

(For more observations go to pucchronicle.com)

Have feedback? Readers can contact Nathyn Gibson at chronicle_eic@yahoo.com or (219) 989-2547.



Mark Farner
Staff Writer

It's almost here again. For some people, winter is a horrible time of year. Good for shutting doors and windows, turning up the heat and trying to endure the miserable weather. For others, it's all about having fun despite what the thermometer reads. Here are a few winter activities to stave off the freezing cold.

Ice skating takes skilled movements and strong ankles. It comes more naturally for some than others. Not everyone moves like an Olympic figure skater, but with enough patience it can be a fun pastime. It's a popular winter activity because it embodies the spirit of the season itself—having fun in the cold. It's also relatively cheap because many places allow patrons to rent ice skates.

Sledding is a popular choice. There's something wonderful about finding a tall hill and sliding down it. As children, it was about the most fun one could have during winter. It was also an excellent opportunity for family bonding. Now, parents attending PUC can take their own children sledding and recapture that joy all over again.

Skiing and snowboarding are great winter sports. They require much more skill and caution than ice skating, not to mention a fair amount of funds. Take into account necessary equipment and possible travel expenses and it becomes an expensive proposition. Still, if danger is part of the fun, thrill-seekers should definitely consider this option.

Snow evokes feelings of childhood. It's simple, fun and one of the best things in life. Possibilities for fun include snow-

men, snow forts, igloos, snow angels and snowball fights. Building things out of snow allows for creativity, but not as much as snow painting. This novel idea involves food coloring and a tapestry of almost limitless supply. It's a fun activity for children and adults alike.

Maybe the other options are too boring. Those looking for something different could check out snow shoeing. It's an activity resembling tying tennis rackets to the bottom of shoes, but there's much more to it. It's an interesting experience and a chance to get closer to nature during the harshest and perhaps most beautiful time of the year.

Winter doesn't have to be a miserable ordeal. It's an opportunity for adults to behave like children and get away with it or spend time with chil-

dren of their own. Whatever the weather, remember to keep comfortable, be safe and this can be the warmest part of the year.



Keep that tacky sweater in the closet this season

Olivia Castaneda
Staff Writer

This holiday season, do not get caught wearing that tacky sweater. Being in the spirit means being festive, having fun and dressing up. Continue reading for advice on men and women's styling guide for this holiday season.

Ladies first. This season's basic colors are black and white together, or, black and white worn individually. Silk materials, ruffles and lacy, beaded or sweater dresses are some of the other basics of what is in.

Fashion expert Suze Yalof Schwartz, from Elle, advises women to wear the "swingyskirt." This skirt is sleek around the waist and fuller through the hips and thighs. She said this skirt not only looks good but is perfect, allowing space for dancing and eating. This skirt is available at H&M for \$25.

A sexy, masculine/feminine

party look is a black pant suit worn with a fitted jacket, as seen in Elle magazine. Strappy, satin heels or ankle boots go well with either suit or dress. If wearing a dress, wear black or opaque tights with strappy heels. Or lose the tights and go bare-skinned and make sure to properly exfoliate and moisturize.

To accessorize these dazzling outfits, adorn them with big, chunky jewelry and carry a studded clutch purse. Keep warm and still look well, put-together with a fitted black suit jacket or a real/faux fur.

One word describes the look for men this season: gentlemen. A tuxedo or suit for the holidays is sharp. If this is too serious of a look, downplay it by wearing a pair of clean Converse sneakers. Or wear a suit, with dressy shoes but without a tie, and unbutton a few buttons at the top, for an after-party look. This care-free, dressy look is quite sexy and at the same

time has a very approachable feel to it. GQ magazine has buying and wearing a tuxedo, or suit, down to a science. Pick up a copy of their December issue or go to GQ.com for more information. Also, check out the clothing line Dillard's at Dillard's.com. Their current advertising campaign is "Dillard's The Style of Christmas."

If people must be faithful to the sweater look, shop at the GAP. Their selection of seasonal sweaters for both men and women is bearable without being tacky. Their sweaters run anywhere from \$44, \$68 and \$138.

The holidays mean more than putting on tasteless outfits the family is too nice to say looks horrible. Celebrate the holidays in style with these simple tips. It might earn an extra trip under the mistletoe.



stupidfashion.com

Don't be caught in another awful holiday sweater this season. Put some thought into the wardrobe and go out in fashion

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K4, K6, K8, K10, K12

EDITORS' CHOICE

sold out!

PRODUCT INFO PRODUCT STATS

Chillin'

Welcome Woot-Off fans: a battle is raging between our older shirts on the [Woot-Off](#) page, where only the strongest-selling survive. Buy them and join the fray.

OVER AT wine.woot! OVER AT woot!

shirt.woot.com

Woot.com is a fun site offering new, sporadic products every day. There is also a shirt woot as well as a wine woot. Shipping is minimal and the products are great. The items change at midnight, but don't wait to buy. The hot items sell out fast.

Darshei Goode
Staff Writer

One deal, one day, one discounted price. Woot.com is an online store and community that focuses on selling cool products for cheaper prices than in the store. It was founded by electronics wholesaler Matt Rutledge and debuted July 12, 2004. This quirky little Web site offers ideal elec-

tronic gadgets for only a 24-hour time frame, for an agreeable price. A new product is released every morning at 12 a.m. central time, seven days a week. If a product sells out during its run, a new item will not appear until the next release time. Catch the item before it is sold out to ensure availability.

Access to these wonderful discounts is simple and quick. To start off all that's needed is regis-

tration to the site. Information needed includes a username, password and email address, that's it. Along with these three things, fully review their Terms of Service and Privacy Policy.

After this, relocate to the account where editing specific details like payment type and where to be billed are available.

Now, shoppers are ready to buy. The best part is there is no

catch; see something desired and as long as it's not sold out purchasing is the next step.

Located on the "today's woot" page the product of the day and bar show an estimate of the quantity remaining of that product. Below that the product information and the product statistics are found.

Visiting the "blog" page allows users to view previous prod-

ucts. They can read all the funny synopsis' given for each product.

By visiting the "community" page one can discuss everything from each of the product, to the company and the Web site itself.

Have a question or comment? Visit the "write us" page. Not only can questions be asked, but an opinion can be voiced about a product or service, they also have a specific address for various concerns.

On occasion Woot.com will choose a day where they will have a Woot-Off where after one product has sold out, instead of waiting until the next day, a new product will then appear for purchase. This will continue all day, as long as the product sells out. This gives an opportunity to get multiple items in one day.

Once a desired product is found, getting it is easy. By clicking "I want one" the buyer will be taken to the page where they fill out payment options. Here they will also add up the total, and add a shipping fee, if it applies.

If a problem with a product occurs it would be best to call the manufacturer first, but buyers can also contact Woot.com for a purchase exchange, or a refund.

Avoid some of the holiday rush this season with the click of a mouse. The shirts are witty, the wine is good and the products are completely random. The holidays have arrived early.

The fun starts
at:
woot.com

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Google on the iPhone

Jonathon Beller
Staff Writer

Google Earth is now available for iPhone users free of charge. Available through the app store, the iPhone allows users to talk, play games and now, view the world from the palm of their hand.

Google Earth lets users move in a 3-D view across the world by utilizing satellite and aerial imagery. The iPhone version replicates the bulk of the experience by downloading the aerial imagery from Google's servers.

Google used the iPhone's accelerometers to allow users to tilt the view, making the landscape contour easier to see. The iPhone's capability to use GPS, mobile phone towers and Wi-Fi networks combined with the accelerometer allows this magic to happen. But processing the change in tilt takes a moment or two. Firmware updates can fix this problem.

The iPhone's touch factor has also been implemented in Google Earth. Simply dragging a fingertip across the screen will move the view accordingly. The finger pinch gesture allows users to zoom in and out. With all these touch features combined, technical challenges can present themselves.

"One of the challenges we face with Google Earth is people aren't used to moving around in 3-D, especially if you're moving around with a mouse," said Peter Birch, Google Earth's product manager, according to, cnet.com.

While using the software,

small blue squares indicate where users may view geo-tagged photos stored on Google's Panoramic site. There are "W" icons indicating links to geo-tagged Wikipedia articles.

The new software also allows users to search for businesses. The application will display search results as small red pushpins. Once the pushpin is touched, a window will appear with information about the businesses such as contact information.

Packaged within iPhone's Google Earth is a web-based browser displaying the desired Web site. However, users will be offered a link to the Safari browser Apple built into the phone.

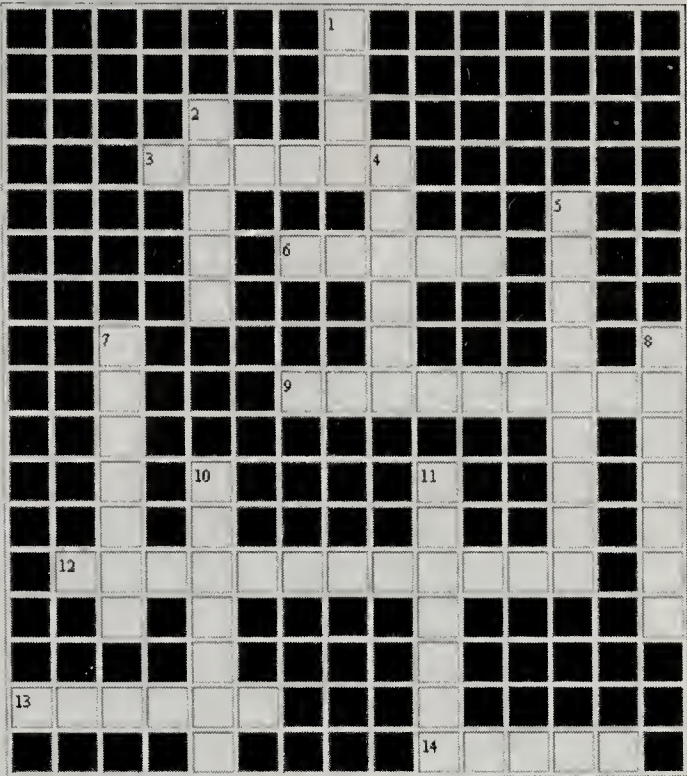
With firmware updates surely to come, there are a few things that aren't a possibility. Currently there is no 3-D building support or the ability to view Keyhole Markup Language data, for example, a guided city tour. Baring all these features, cell phones have taken their first steps into worldwide mobile tourism.



SUL Building on Google Earth

Christmas and Hanukkah

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Across

3. This shiny metal foil is used as Christmas decoration.
6. Often ate on the Sabbath, this is a casserole made of noodles, potatoes, eggs and seasoning.
9. When two people are under this, Christmas tradition says that they must kiss.
12. Gold, myrrh and this was brought to Jesus by the three wise men.
13. Hanukkah takes place on the 25th of this.
14. these are potato pancakes

Down

1. He is the man who first sang "The Christmas Song."
2. Hanukkah takes place this many days.
4. Hanukkah is also known as the Festival of _____.
5. The dessert that sounds delicious but may be said otherwise (Two words)
7. This Comedy Central tv show host recently had his own Christmas special entitled "The Greatest Gift of All!"
8. This is the name of the candelabrum that is used during Hanukkah
10. This comedian wrote a series of songs of songs entitled "The Chanukkah Song."
11. This is a toy that looks like a spinning top that is used to play games during Hanukkah.

CTIS Connection

Information Technology Services at Purdue University Calumet

Remembering Your Password

With as many passwords as we have these days, it's near impossible to remember all of them. You might even think it's impossible without writing them all down. That's now true. There ways that you can make a secure password, and still remember it. Below are just a few methods.

- Mnemonics - Remembering a randomized, assigned difficult password, like "tthertd" can be simple and fun by using a mnemonic. Think of a sentence where there is one word beginning with each letter of the password, for example, "tthertd" could be "terrible tigers have every right to drive."
- Develop an Algorithm - Take the name of the website and then add the last four digits of a friend's home phone number to the end. The password for wikiHow might be "wikihow4588".
- Remove the vowels - Take a word or phrase and remove the vowels from it. (e.g. "eat the cheese-burger" becomes "tthchsbrgr").
- Connect the first letters - Develop a password using the first letters of a sentence or phrase that means something to you - like your national anthem or a slogan you have seen some where. "Don't shop for it, Argos it" would become DsfiAi.
- Mix words - Choose two words and combine their letters to create the password, choosing one letter of the first word and one letter of the second word, and repeating this until you get to the last letter of each word. An example could be: Words: house & plane. Password: hpoluasnee
- Turn letters into numbers or symbols - Think of a phrase, or name that your password will be. Type that name using numbers (located on the telephone # pad) or simply use a symbol that reminds you of a letter, like @ for a.

For more tips on how to make secure passwords visit: <http://www.calumet.purdue.edu/ctis/security/passwords.html>

www.calumet.purdue.edu/ctis

Your feedback on our services is always welcome. Please send your comments to Customer Service Center at csc@calumet.purdue.edu.



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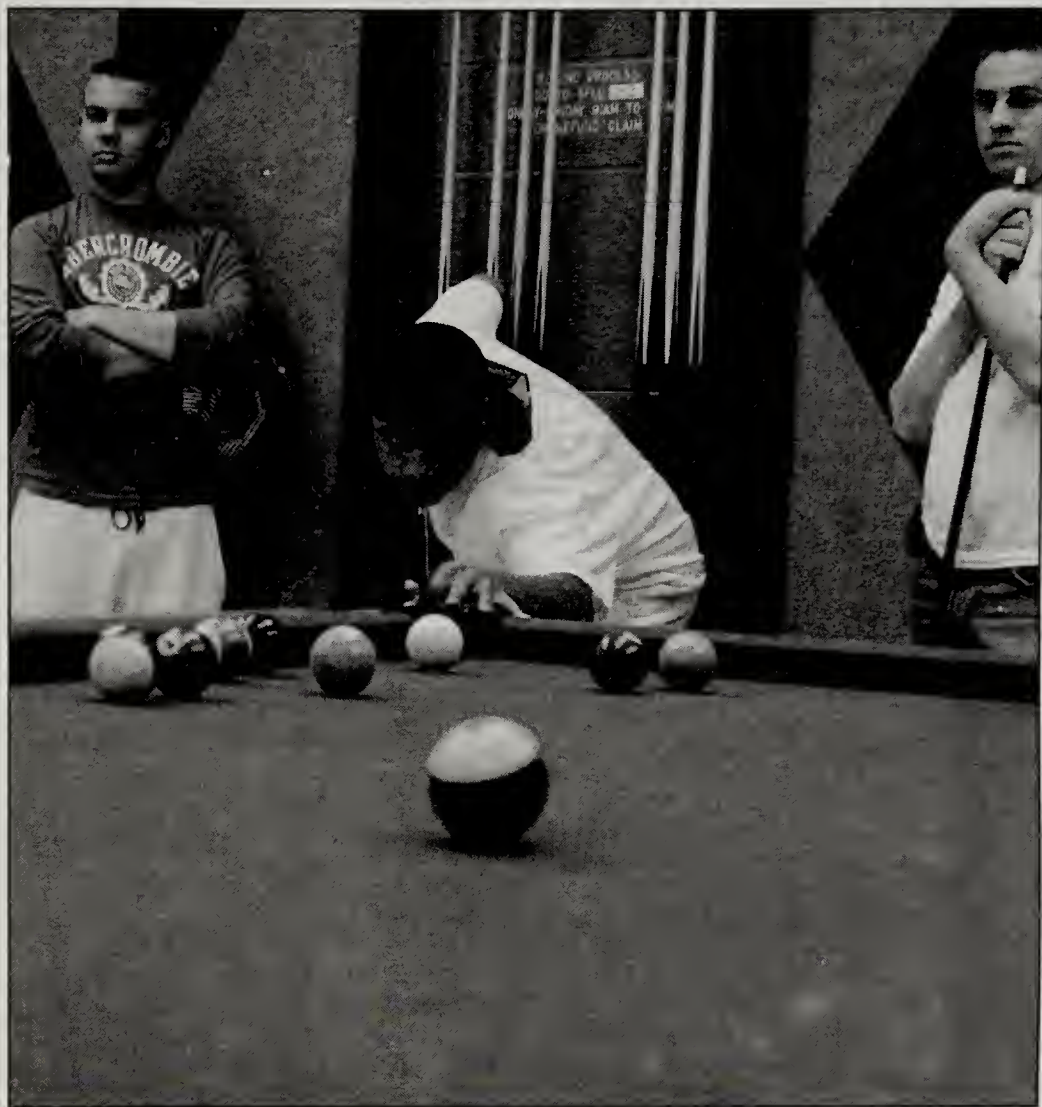
Full Day Kindergarten (including wrap around care)

Teaching Lab School

1/3-mile north of Interstate 80/94, three blocks east of Indianapolis Blvd. to campus and south at the traffic light into the south parking lot.

ext. 2343

Pool under playoff pressure



Chronicle photo by Nathyn D. Gibson
Anthony Gordon, a junior CGT major, aims the cue ball on Tuesday night in the game room at PUC. Gordon won his intramural 8-ball playoff match and will compete in the final 8 group on Tuesday night.

Intramural Schedule:

Monday, Dec. 1
 Field Goal Kicking Contest
 7:00 p.m.
 Location: PUC Gym

Tuesday, Dec. 2
 Open Play Badminton
 6:30 p.m.
 Location: PUC Gym

Tuesday, Dec. 2
 8-Ball Finals
 TBD
 Location: PUC Gym

Wednesday, Dec. 3
 Bean Bag Tournament
 7:00 p.m.
 Location: PUC Gym

Wednesday, Dec. 3
 Flag Bowl VIII
 9:15 p.m.
 Location: PUC Gym

Thursday, Dec. 4, 2008
 Volleyball Finals
 7:00 p.m.
 Location: PUC Gym

Economic times hit sports world



Ryan Metz
 Sports Editor

Think of Nike and what athlete immediately comes to mind? Maybe Michael Jordan or perhaps LeBron James. What about Gatorade? Is it still Jordan or maybe Peyton Manning? Or what about the energy drink AMP? Are you chugging that highly caffeinated beverage because it is plugged on the side of Dale Earnhardt Jr.'s car?

Athletes and the products they pitch have been a mainstay in America since Joe Namath and continues now with popular athletes.

But last week the tumultuous economic times hit the sports world, as Buick parted ways with Tiger Woods after a nine-year partnership that put \$8 million in the golf bag of Woods yearly. Microsoft Corp. also decided it wasn't a slam dunk to have NBA superstar LeBron James endorse their products as they cut ties after a two-year partnership.

So now the one athlete you want endorsing your product?

"It all depends what your product is. I say this a million times. Jordan - if it's Gatorade or Nike he's great, but he didn't do anything for Rayovac batteries or Jockey underwear or Ball Park franks. It's got to be what is your product," says Darren Rovell, CNBC sports business writer who appeared last Tuesday on "The Dan Patrick Show."

"Tiger and Buick didn't work. The average age of the driver is still 99 [years-old]... The best things we buy are things that make sense within the sport," said Rovell.

The one real successful endorsement partnership comes on the racetrack.

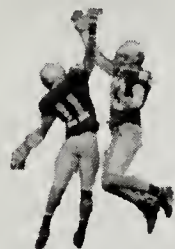
NASCAR star, Earnhardt Jr., jumped on with a deal in 2007 with AMP Energy, Pepsi's energy drink that sponsors Jr.'s No. 88 car. Despite Earnhardt Jr. struggling to win races, he has shown to be the most marketable person in the sport. The energy drink sales have skyrocketed this year, largely to Earnhardt Jr.'s endorsement, volume sales are up 52 percent and it now only trails Red Bull and Monster in energy drink sales.

One thing is certain, we shouldn't feel sorry for these athletes, their wallets won't be hurting too bad.

So as companies downsize in this tumultuous economy, they are left wondering if it's all really worth it having the stud athlete being their pitch man?

In a status commercial culture, it only makes sense to blend celebrity, product and image in trying to promote their products. But it's got to make sense.

Have feedback? Readers can contact Ryan Metz at chronicle_sports_editor@yahoo.com or call 989-2547



Ryan Metz's

Weekly High Five

Top endorsement athletes of 2007 according to CNNMoney.com

NATIONAL LAMPOON SPORTS MINUTE

A die-hard San Francisco Giants fan recently got a huge tattoo of Barry Bonds on his back. Fittingly, the tattoo took several needles to complete.

A group of students from Princeton have agreed to take on inmates from a New Jersey prison in a friendly game of chess. The students might be Ivy Leaguers, but it is hard to outthink opponents with a shiv lodged in your rib cage.

New York super fan Spike Lee says he was left uninspired by the Knicks' last few trades. Oddly enough, many Knicks players felt the same way about Lee's last few movies.

Subway has agreed to a long-term partnership with Michael Phelps to promote their 12-foot party subs. Or as Phelps calls them, breakfast.

John Daly shot a bogey-free 62 in the final round of the Hong Kong Open. At least that's what they told him when he woke up at Hooters.

Kerry Wood said that not pitching in Chicago next year will

leave him disappointed. Ahh, disappointment. The true mark of a Cubs fan.

Cleveland Cavaliers guard Delonte West is reportedly dealing with depression. The depression stems from playing in Cleveland.

A New York model has revealed that Alex Rodriguez has a huge foot fetish. It's hardly surprising considering he's spent most of his career with his own foot in his mouth.

The Yankees are bidding high for pitcher C.C. Sabathia. In the Bronx, C.C. Sabathia actually translates to "Yes, yes, Sabathia."

The Yankees intend to spend \$150 million to lure C.C. Sabathia to New York. And that's just on lunch.

A Virginia judge has ruled that Michael Vick will have to appear in person to plead guilty to state dog-fighting charges. And in his current financial situation, he may have to take the Greyhound to get there.

Written by Steve Hofstetter, Keith Alberstadt, Adam Hofstetter, Cody Marley, Ryan Murphy, Elliot Steingart, and Chris Strait

Quote of the week

"Don't ask me about it."



Former Notre Dame great Joe Montana, when asked about the job security of Notre Dame coach Charlie Weis

1 Tiger Woods

2007 endorsement income (est.): \$100 million
 Tiger Woods is the closest thing the sports world has today to a superstar who transcends sports in the mold of Jordan or Ali, and he is the only one close to earning nine figures from endorsement deals.

2 Phil Mickelson

2007 endorsement income (est.): \$47 million
 The two-time Masters champion and serial endorser has lent his name to everything from Ford to Rolex to Callaway golf clubs, and his earnings from such deals far outpace what he's made winning at golf.

3 LeBron James

2007 endorsement income (est.): \$25 million
 King James is the true king of endorsements in the NBA, bringing in close to \$10 million more than the next-highest earner in the league, Kobe Bryant.

4 Dale Earnhardt Jr.

2007 endorsement income (est.): \$25 million
 Earnhardt Jr., who once starred in two separate Super Bowl ads in the same year, has pitched everything from Wrangler Jeans to Drakkar cologne.

5 Michelle Wie

2007 endorsement income (est.): \$19.5 million
 The former Fortune cover girl's earnings from endorsements - she plugs companies such as Omega, Sony, and Nike - dwarf her earnings on the course, which are estimated at less than \$1 million this year.

PUC 89, IU Northwest 85

Men win first game of year against IU Northwest

Behind sophomore guard Michael Patton's game-high 18 points and game-winning basket in overtime, PUC tallied its first win of the season, defeating IU Northwest 89-85 on the road Tuesday.

Patton's 3-pointer in regulation as the buzzer sounded sent the Peregrines (1-5) into overtime, and his overall performance of seven rebounds, six assists and three steals helped seal the non-conference victory.

The Peregrines shot 45 percent from the field (32-of-71) and had six players reach double figures in points, while dressing only eight players. Senior forward Vince Johnson had 17 points and eight rebounds off the bench.

Sophomore forward Don Davenport had a double-double for PUC, with 10 points and 11 rebounds. PUC freshman Jarrid Bradley, sophomore Antonio Hurt and senior Kris Krstevski also scored in double figure points, with 10, 15 and 10 points respectively.

The Peregrines led 41-28 at halftime and managed to capture the win, despite turning the ball over 28 times in the game.

The son of IU Northwest's

Men Nov.25 PUC 89, IU Northwest 85				
PUC	FG	REB	PTS	
42 Hurt, A.	6/13	7	15	
23 Bradley, J.	4/9	8	10	
33 Davenport, D.	5/12	7	10	
30 Williams, R.	3/7	1	6	
22 Patton, M.	5/12	7	18	
20 Krstevski, K.	4/11	8	10	
25 Montgomery, W.	1/1	3	3	
5 Johnson, V.	6/13	8	17	
Team	32/71	58	89	
IU Northwest	FG	REB	PTS	
33 Ramey, J.	3/10	1	9	
35 Osorio, A.	4/7	4	9	
21 Volis, R.	3/5	1	7	
22 Howell, J.	2/17	6	12	
25 Dunbar, P.	8/9	2	20	
20 Beard, J.	0/0	0	1	
23 Trgovich, P.	7/18	2	25	
32 Der, J.	1/1	2	2	
Team	28/67	23	85	

coach Pete Trgovich II, Pete Trgovich III, led the Redhawks (2-7) with 25 points in the loss.

PUC has two non-conference games this week; while traveling to St. Xavier on Wednesday night and hosting Rochester on Friday night, which is a doubleheader with the women's team playing at 6 p.m. against Siena Heights and the men playing after at 7 p.m.

--Ryan Metz



CHICAGOLAND COLLEGIATE ATHLETIC CONFERENCE

Standings

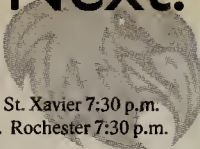
Men

1. Cardinal Stritch	6-2
2. Trinity Christian	5-3
3. Judson	4-4
4. Purdue North Central	2-6
5. PUC	1-5
6. Cal College	1-7
7. Trinity Intl.	1-7

Women

1. Cardinal Stritch	5-3
2. Judson	5-4
3. Trinity Intl.	3-6
4. PUC	2-7
5. Cal College	1-7
6. Trinity Christian	1-8

Up Next:



Men | 12/3 @ St. Xavier 7:30 p.m.
Men | 12/5 vs. Rochester 7:30 p.m.

Women | 12/3 @ Aquinas 7 p.m.
Women | 12/5 vs. Siena Heights 6 p.m.

Women's Basketball

St. Francis 100, PUC 67

Women give up 100 in loss to St. Francis

A season-high 30 turnovers on the road proved too costly for PUC as St. Francis defeated the Peregrines 100-67 on Tuesday.

PUC (2-7) was led behind Jenny Britton's 14 points, her fourth consecutive game leading the team in points. The sophomore guard shot 4-of-13 from the field with all four field goals being 3-pointers.

The Peregrines' demise came in the final five minutes in the first half as St. Francis buckled down and strung together a 20-5 run. St. Francis led at the half by 20 points, 54-34.

PUC's 30 turnovers at St. Francis, up from their average 19 turnovers, were too costly as the Saints (4-3) turned the donations into 36 points.

The Peregrines leading scorer, freshman guard Stephaine Beck (13.9 ppg), scored 11 points off the bench. Freshman forward Nicci Desimone also reached double figures with 12 points in the loss.

PUC sophomore Chrissy Lobodinski, junior Sara Keilman, sophomore Cortney Robinson and senior LaKeisha Hurst each pulled down seven rebounds, leading the

Women Nov. 25 St. Francis 100, PUC 67				
PUC	FG	REB	PTS	
20 Desimone, N.	5/14	3	12	
11 Britton, J.	4/13	4	14	
12 Harris, M.	3/7	4	8	
22 Lobodinski, C.	2/5	7	4	
32 Keilman, S.	2/5	7	6	
10 Enright, N.	0/2	1	2	
13 Coleman, K.	0/1	1	0	
21 Beck, S.	3/7	2	11	
23 Hurst, L.	3/6	7	7	
24 Robinson, C.	1/4	7	3	
Team	23/64	46	67	
St. Francis	FG	REB	PTS	
23 Fazio, K.	4/10	3	9	
32 Yedinak, K.	3/4	3	7	
34 Baird, K.	3/5	10	11	
12 Mistretta, A.	7/15	4	16	
20 Storm, J.	9/16	5	23	
2 Hunter, B.	2/3	4	5	
4 Sears, A.	3/4	4	9	
13 Schiffler, J.	2/2	2	6	
14 Karr, M.	0/5	2	0	
25 Albrecht, T.	0/5	6	2	
33 Andes, J.	4/7	1	10	
35 Klawun, S.	1/3	3	2	
43 Winter, A.	0/0	0	0	
Team	38/79	49	100	

team.

St. Francis shot 48 percent (38-of-79) from the field in the win. PUC put up only 36 percent (23-of-64) from the field.

--Ryan Metz

Previewing the top hoops teams in Indiana

Ryan Metz | Sports Editor



Purdue

2008 Record | 5-1

Star quality | G E'Twaun Moore

The three stars that keep the Boilermaker train rolling are defensive whiz Chris Kramer, do-everything-man Robbie Hummel and silky smooth scorer E'Twaun Moore. Questions remain whether this team has a legitimate big man to contend.

Postseason prediction | Elite 8



Notre Dame

2008 Record | 5-1

Star quality | F Luke Harangody

A Big East championship is a possibility for the Irish this season. The inside presence of last year's Big East Player of the Year, Luke Harangody, and the outside threat of Kyle McAlarney will have the Irish hoping to play in their first Final Four in 30 years.

Postseason prediction | Sweet 16



Butler

2008 Record | 5-0

Star quality | F Matt Howard

Coach Brad Stevens lost the majority of his team from last season that once again turned heads in the postseason. A team without any seniors should contend this year for the Horizon League Championship and make another appearance in the Tourney.

Postseason prediction | NIT



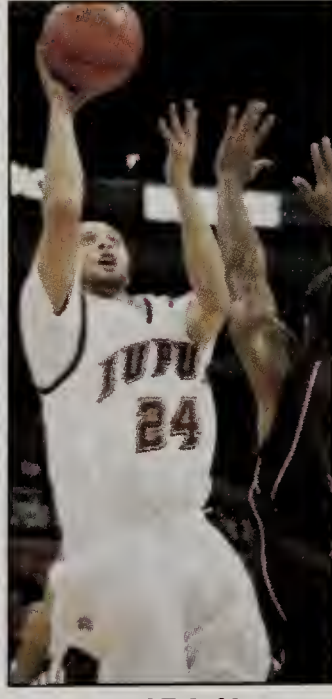
Indiana

2008 Record | 4-2

Star quality | Coach Tom Crean

The cupboard is pretty bare with talent for first-year coach Tom Crean, who came from Marquette. The phone scandal with former coach Kelvin Sampson has left the Hoosiers void of players this year, with just one returning scholarship player.

Postseason prediction | NIT



IUPUI

2008 Record | 4-2

Star quality | G Gary Patterson

The Jaguars, coming off a school record 26 wins a year ago, lost last year's Summit League Player of the Year George Hill to the NBA Draft. Coach Ron Hunter last season collected over 200,000 pairs of shoes to donate to children in need in Africa.

Postseason prediction | None